

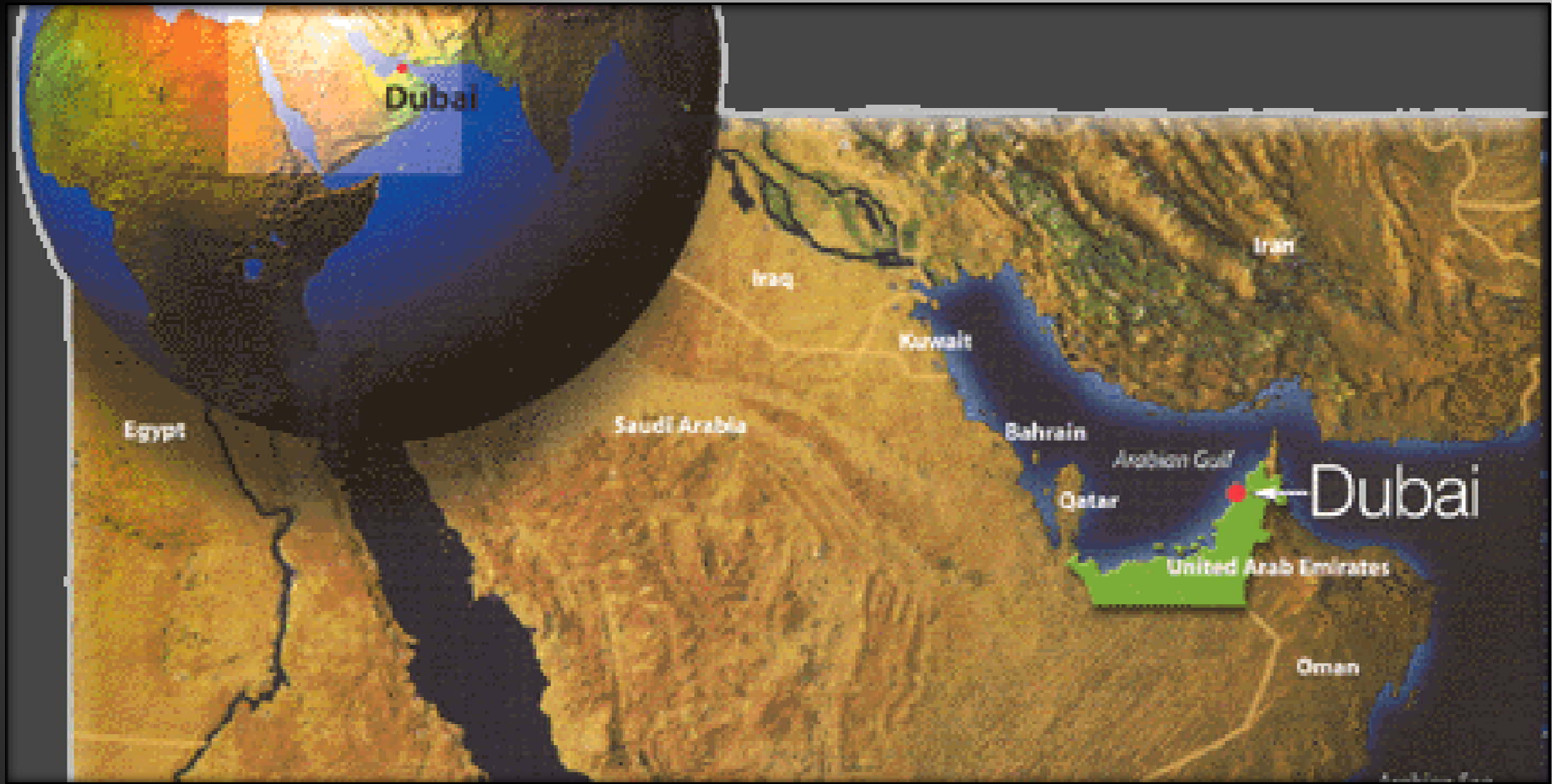


Government of Dubai
DEPARTMENT OF TOURISM
AND COMMERCE MARKETING

حكومة دبي
دائرة السياحة
والتسويق التجاري

The Dubai Experience

Presented by
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Introducing **DUBAI**



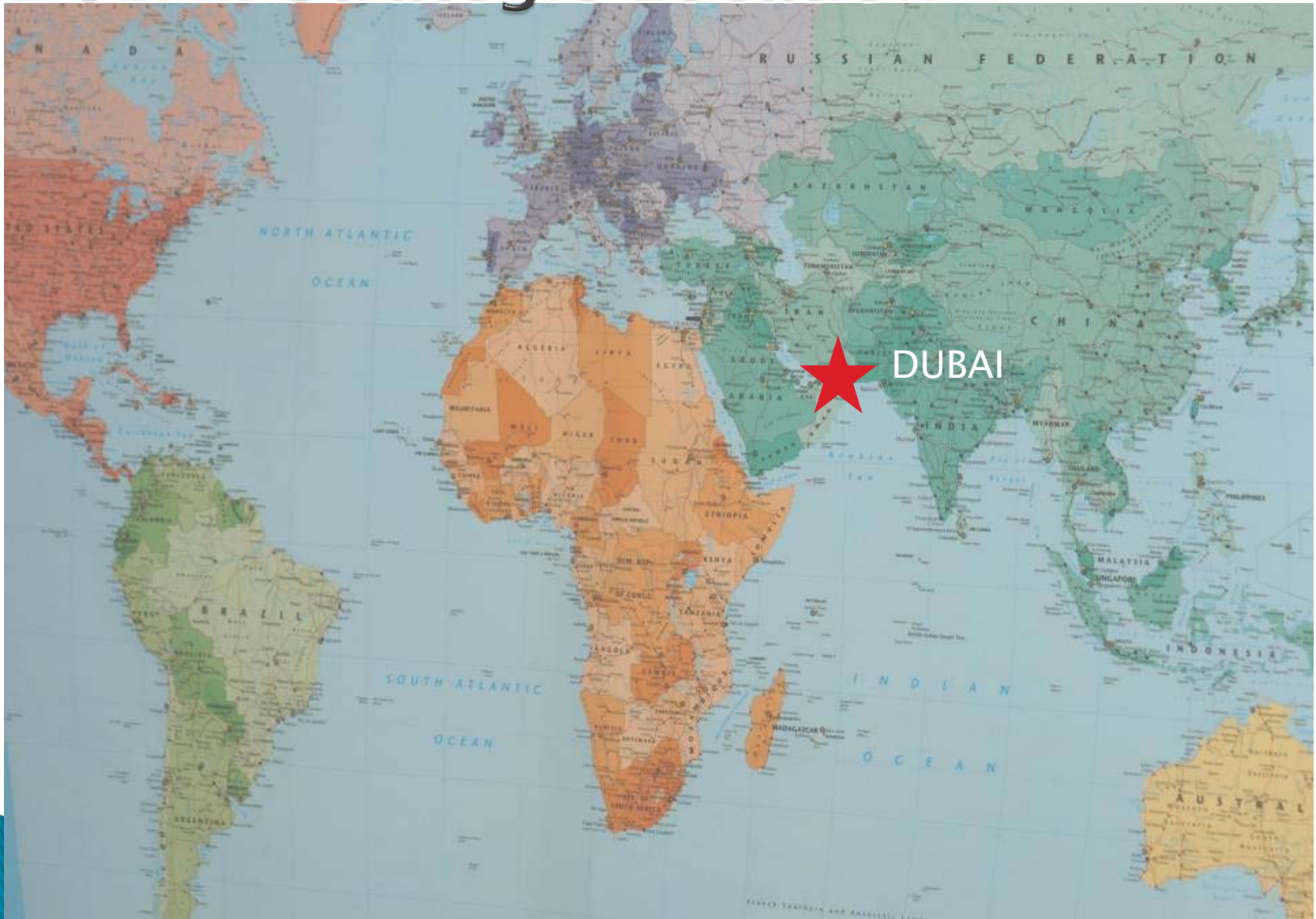
DUBAI

DUBAI: 1950s



- ❖ Small Trading and fishing port
- ❖ Population of about 5,000–6,000
- ❖ Oil discovered in 1967

DUBAI: Strategic Location



DUBAI: Air Hub

Airport: 1971



Airport: Present



- New terminal constructed in 2000
- Handling Capacity 24 million passengers
- 165 Airlines





Introducing
**Department of
Tourism and
Commerce Marketing**



DUBAI

حكومة دبي الإلكترونية
Dubai eGovernment



Dubai, DTTCM

- Dubai Government body established 1997
Originally a board established '89
- Legislative body managing Tourism industry
- Commerce & Tourism Promotion
- Manage Heritage sites and Museums
- Manage the world's largest Cruise Terminal
- Over 400 employees
- 15 Offices worldwide



DTCM: Electronic Age

- ▶ Established web presence in 1996
- ▶ Electronic Hotel Classification System
- ▶ One Stop Information Centre
- ▶ Switched to email as official channel
- ▶ Knowledge Management framework
- ▶ Centralised databases



“We must ease the lives of people and businesses interacting with the government and contribute in establishing Dubai as a leading economic hub”

- ▣▣ His Highness Sheikh Mohammed bin Rashid Al Maktoum
Vice President and Prime Minister of the UAE and Ruler of Dubai – 2001



DUBAI

DUBAI: e Government

- ▶ E-Government introduced in 2001
- ▶ Government Information Network
- ▶ Shared Government eServices
 - Enterprise Resources Planning
 - Establishment Licensing System
 - Entertainment Permits System
 - ePay – Electronic Payment Gateway
 - Tejari – online trading / tendering portal
 - ...many more! Visit <http://egov.dubai.ae>



DTCM: Web Presence

- ▶ Website established 1996
- ▶ Driven by user-departments
- ▶ Developed to promote tourism industry
- ▶ 15 Industry specific Lists updated constantly
- ▶ Capture Complaints & Suggestions
- ▶ Partnered with World Choice Travel
- ▶ Provides detailed map of Dubai
- ▶ Provides local industry with Advertising venue

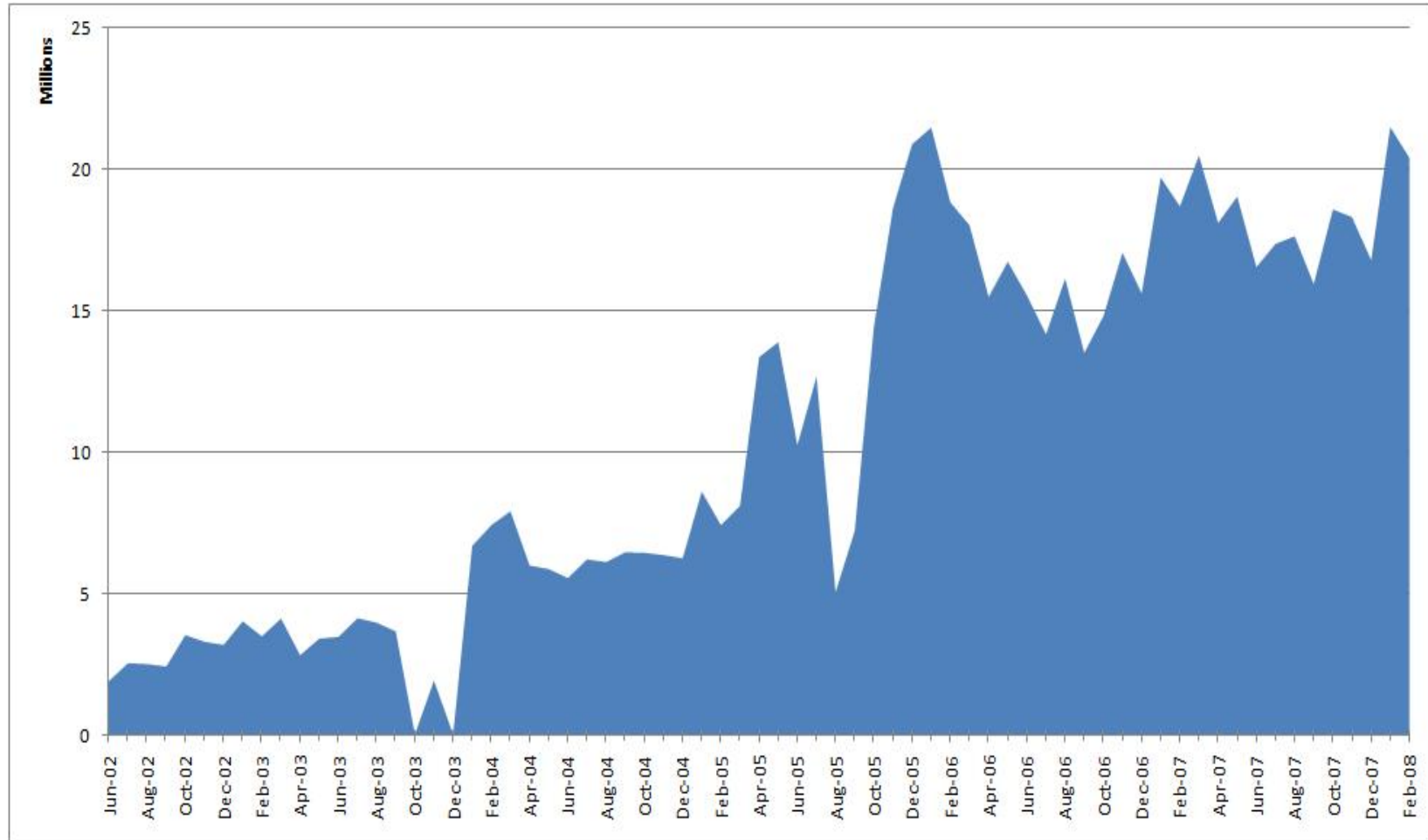


...Web Presence

- ▶ Website fed through intranet applications
 - OSIC – Lists and Hotel Statistics
 - Media Relations – Press Releases
 - Media Relations – Newsletter Service
 - Media – Photographs and Videos



DTCM: Web Popularity



DUBAI



DTCM: C R M

- ▶ E – One Stop Information Centre
 - Handles about 4,000 written enquiries a month
- ▶ E – Complaints
 - Dubai – Handles all complaints against Dubai
 - DTCM – Handles all complaints against DTCM
- ▶ Suggestions
 - SMART System – Rewards based suggestion system



Integrating eGovernment & DTTCM

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DTCM & E Government

- ▶ DTTCM provides
 - Travel information
 - Tourism industry lists
 - Online Travel Reservations Systems
 - Guest Statistics
 - Interactive Tourist Map
- ▶ E Government Provides
 - Provides unified portal for the public
 - <http://www.dubai.ae>
 - E Promotions
 - Inter Government Links
 - Independent Quality and Performance Auditing



Dubai benefits from eTourism

- ▶ Saturate the industry with information about Dubai
- ▶ Provided ease of accessibility
 - Online Destination Information
 - Virtual tours / Web Cams
 - Online Accommodation Bookings
 - Online Events information





Thank You ””



DUBAI



حكومة دبي الإلكترونية
Dubai eGovernment